



# OUR LEGACY. OUR FUTURE.

BOULDER VALLEY COMPREHENSIVE PLAN

## BOULDER VALLEY COMPREHENSIVE PLAN (BVCP) UPDATE COMMUNITY ENGAGEMENT PLAN

October 2015

During the 2015 BVCP update, residents, elected and appointed leaders, business people, civic groups, community volunteers, city and county staff and many others will engage together in a focused discussion about our values as a community and our aspirations for the future. **The purpose of the community engagement plan for the plan update is to ensure community members' views are sought, heard, considered, and reflected in all phases of the 18-month update project which will culminate in an adopted plan in 2016.**

**The goal is for a creative, smart, open and engaging process focused on critical issues. All phases of the plan update will entail extensive community dialogue and engagement.** Engagement will also include coordination with other initiatives such as housing, climate, and resilience.

This community engagement plan reflects the great feedback received from public meetings, webinars, an online poll, City Council, Board of County Commissioners, City Planning Board, County Planning Commission and other advisory boards and a Process Subcommittee. The Process Subcommittee<sup>1</sup> comprised of elected and appointed officials will provide ongoing direction on community engagement throughout the process.

### Engagement Objectives and Principles

1. *Listen*
2. *Include diverse perspectives*
3. *Provide relevant information*
4. *Remain focused on critical issues as identified by the community and its leadership*
5. *Have a civil/civic conversation to seek common ground, where possible*
6. *Be transparent*
7. *Provide multiple and meaningful ways for people to engage, including small groups organized by geographic areas (subcommunities, neighborhoods)*

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<sup>1</sup> The BVCP Process Subcommittee includes 2 City Council members, 2 city Planning Board members, a Boulder County Commissioner and a county Planning Commission member. The group meets monthly. See the project website for agendas and notes.

8. *Use input to inform approaches and the plan update (i.e., effective feedback loops)*
9. *Strengthen community partnerships*

## Engagement Approach

### Creative, High-Quality, and Robust Process

The city and county aim to design a fun and creative engagement process. From the start we will work to connect with people all around the Boulder Valley to tell them about the update process in a fun way. As we progress through the update, we will design robust engagement activities to better understand people's preferences. Throughout the update, we will evaluate and adapt the engagement techniques to fit changing needs and issues.

### Be Transparent

It is important that the public decision-making processes are accessible, open, honest, and understandable. The city and county commit to provide multiple ways for people to receive the information they need, and with enough lead time to participate effectively. This includes developing methods that track community input and explaining how it will be incorporated into the options for consideration and decision-making.

### Facilitate Partnerships

A primary goal of the update is to facilitate respectful and engaged participation from community partners, including (but not limited to) community members, groups and organizations. A high priority is to reach constituents who may not normally be involved in the planning process (such as seniors, younger generations, Latinos, or other hard-to-reach people). The city and county commit to taking participation opportunities directly to people – where they live, work, and gather. Building partnerships during the engagement process will empower people to achieve shared community goals.

### Participants' Roles

The city and county invite members of the community to engage in civil discourse about issues that affect the Boulder Valley now and in the future. People are asked to communicate their interests, listen to diverse viewpoints, understand constraints and trade-offs, and help define common ground solutions. Most of all, discourse should build on Boulder's long legacy of great planning and bring the community's innovative and creative spirit into the process.

## Approval Body Frequent Discussion

The BVCP is guided and approved by: City Council and Planning Board, County Commissioners and Planning Commission (with periodic joint meetings) and a process committee. The four boards will frequently discuss, guide, and finally approve the plan update and work together on the Intergovernmental Agreement (IGA) in 2016.

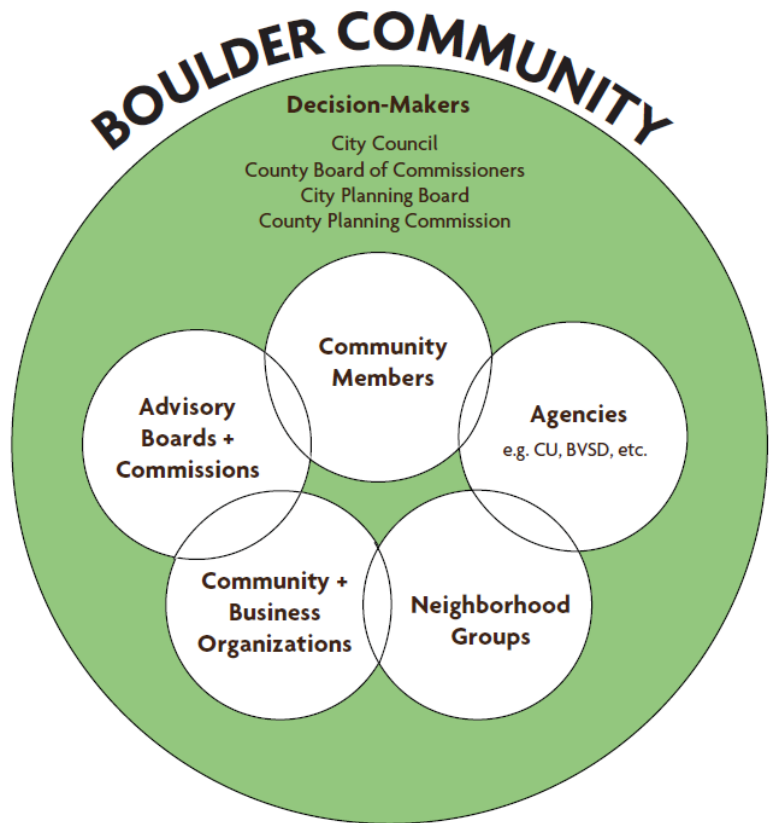
**BVCP will be guided and approved by: City Council and Planning Board, County Commissioners and Planning Commission (with periodic joint meetings) and a process committee.**

## Involve Boards and Commissions

- City Planning Board (approval)
- County Planning Commission (approval)

*City and county boards with potential technical or specialized input role:*

- Boulder Arts Commission
- Boulder Design Advisory Board
- Downtown Management Commission
- Environmental Advisory Board
- Health (County)
- Human Relations Commission
- Immigrant Advisory Committee
- Landmarks Preservation Board
- Library Commission
- Open Space Board of Trustees
- Parks and Recreation Advisory Board / County Parks, Open Space Commission
- Senior Community Advisory Committee
- Transportation Advisory Board (city and county)
- Water Resources Advisory Board
- Youth Opportunities Advisory Board



## Partner with Established Organizations

that may help in convening events (*alphabetical*):

- Better Boulder
- Boulder Chamber
- Boulder Convention & Visitors Bureau
- Boulder Tomorrow
- Boulder Valley School District
- Community Foundation and other social service organizations
- Consortium of Cities
- Co-working Spaces
- Downtown Boulder, Inc.
- Growing Up Boulder
- Faith-Based Organizations
- Historic Boulder, Inc.
- Homeowners Associations
- Human Service Alliance and member organizations
- Immigrant / Latino Organizations e.g. Intercambio, El Centro Amistad
- Livable Boulder
- Naropa University
- Neighborhood Associations
- New Era Colorado
- Open Boulder
- PLAN Boulder County
- Retirement/Seniors: Frasier Meadows, Presbyterian Manor, Academy, etc.
- Sierra Club (other environmental)
- Urban Land Institute
- University of Colorado, Boulder
- Other Issue-specific Organizations

## Work with Subcommunities and Neighborhoods

To facilitate involvement and input on issues and choices from people in all areas of the community, the city and county will provide information and host events at the subcommunity level and in different parts of the city and Boulder Valley to help include, inform, and engage people at the local level and neighborhoods. This will include working with HOAs, neighborhood representatives in contact with the city, renters, etc., and hosting listening sessions in different parts of the community.

## Reach Out to Organizations and Groups

The city and county received a lot of feedback about engaging different groups and particularly those who are traditionally underrepresented in planning processes. Each of the groups listed below have potentially different or specific needs, barriers, and opportunities that should inform decisions about effective use of resources and services and the future vision of Boulder

Specific and targeted outreach efforts will involve each of the following groups (and potentially others) that will be modified or strengthened as appropriate throughout the process to make it easy for people to meaningfully engage.

### Low-Income

- Meetings at Boulder Housing Partners sites
- Outreach through human services / family resource staff

### Families

- Staff at gathering places (e.g., grocery stores, restaurants)
- Involve students through schools, daycares (with Growing Up Boulder)

### Youth

- Youth Advisory Board (YOAB), Growing up Boulder, schools

### Immigrants / Latinos

- Develop culturally-sensitive engagement for outreach with community leaders, spokespeople (one-on-one) with Latino Task Force, Immigrant Advisory Committee, and Human Relations Commission

### Students

- Work with CU staff, Environmental Design (ENVD) program staff, Off-Campus Housing and Neighborhood Relations, Student Organizations and Student Government

### Business Community and Major Employers

- Work with Boulder Chamber, Boulder Tomorrow, and other business organizations

### Startup Community

- Attend existing events, social media

## Service Organizations

- Collaborate with Human Services Alliance and individual groups

## County Local Governments and Agencies

- Engage governments in Longmont, Louisville, Lafayette, Broomfield, BVSD, CU

## Renters

- Engage through CU Off-Campus Housing & Neighborhood Relations, property management companies, social media, targeted advertising

## Commuters

- Engage through employers, local governments
- Targeted advertising - processes open to non-residents (consider RTD bus ads)

## Specific Events Schedule – Check the project webpage

## Measures of Success for BVCP Community Engagement

In order to learn from the experiences and feedback gained in all engagement activities, as well as ensure the goals of the engagement plan are being met, the following measures will be provided periodically through the update.

Goals	Way to Track / Measure
<b>During Plan Update – Short Term</b>	
<b>Inform and invite</b> all Boulder Valley people at least once (all addresses in Boulder Valley) about the project and provide opportunities to interact and get more information.	<ul style="list-style-type: none"><li>• Number of postcards sent, number of response cards returned</li><li>• Number of advertisements in COB mailings (e.g. recreation guide)</li><li>• Number of emails sent</li><li>• Number of people who sign up for information</li><li>• Number of “pop-up” meetings for kickoff</li><li>• Number of people who attend kickoff event</li><li>• Number of people to respond as a 1<sup>st</sup> time participant in a planning process</li><li>• Number and frequency of uses of social media (e.g., Facebook, Twitter, other)</li></ul>
<b>Engage</b> - provide community members opportunities to influence the project.	<ul style="list-style-type: none"><li>• Number of city- and county-hosted events, meetings, opportunities to provide feedback</li><li>• Number of non-city/county community meetings and events attended by staff</li></ul>
<b>Inspire</b> - make the project inspiring and informative by using graphics, logos, photos, and	<ul style="list-style-type: none"><li>• Qualitative input (e.g., art work, photos, pictures, etc.)</li></ul>

positive messaging about the legacy of the plan.	<ul style="list-style-type: none"> <li>• Qualitative feedback (“is this working?”, “how do you rate the quality of x event?”)</li> </ul>
<b>Transparency</b> - track all feedback provided throughout the process and make that information transparent and available.	<ul style="list-style-type: none"> <li>• Categorize input</li> <li>• Describe how participants might find their comments or feedback reflected in the update products and process at key milestones</li> <li>• Organize all input in central location on the project website</li> <li>• Share all input with decision-making bodies</li> </ul>
<b>Good Quality Process Design</b> - Design events to be relevant, timely, and interesting and to be well facilitated to allow for conversation	<ul style="list-style-type: none"> <li>• Number of completed evaluation forms and number of positive responses about their role in shaping the process</li> <li>• Share various outcomes (e.g., art, written word, verbal comments, etc.)</li> </ul>
<b>Provide Multiple Ways to be Involved</b>	<ul style="list-style-type: none"> <li>• Offer presentations and polling in both in-person and online venues</li> <li>• Track responses and input for events and online feedback.</li> </ul>
<b>Targeted Outreach</b>	
<b>Engage with</b> organizations in Boulder Valley with interest in planning (notify, invite, attend meetings)	<ul style="list-style-type: none"> <li>• Number of organizations accepting invitation for staff to attend their meetings</li> <li>• Attendance at organization meetings</li> <li>• Monitor qualitative input</li> </ul>
<b>Engage with</b> unique population segments and targeted outreach groups	<ul style="list-style-type: none"> <li>• Document different population groups reached in accordance with demographic information or other characteristics (e.g. age, owners/renters, business community, etc.)</li> <li>• When possible, report feedback by characteristic</li> </ul>
<b>Genuinely communicate</b> with non-English-speaking and immigrant population	<ul style="list-style-type: none"> <li>• Number of contacts with community “leaders” or “spokespeople”</li> <li>• Number of “pop-up” meetings with bi-lingual staff at targeted locations</li> <li>•</li> </ul>
<b>Survey the community</b> <ul style="list-style-type: none"> <li>• Conduct a statistically valid survey with validity of at least 5%; Mail to 6,000 households with goal of having</li> <li>• Conduct an open web-based survey open to all (with separate results from statistically valid survey).</li> </ul>	<ul style="list-style-type: none"> <li>• Response rate – number of surveys returned and completed.</li> <li>• Survey report of input</li> </ul>
<b>Longer Term – Result of Plan Update</b>	
<b>Build community capacity</b> to increase understanding and knowledge about the plan and participation of people who will be part of the community civic process and become future community leaders	<ul style="list-style-type: none"> <li>• Monitor community engagement</li> <li>• Good governance metrics and indicators</li> <li>• Participation on boards and commissions, etc.</li> </ul>

**Attachment 1: Six-month plan for Phases 1 and 2** (*specific activities for phases 3 & 4 will be developed and included as an addendum to this plan*) Phase 1 and 2

	<b>June - July</b>	<b>July – August Kickoff</b>	<b>September-October</b>	<b>November-January</b>
	<b>Invite / Get the Word Out</b>	<b>Ideas &amp; Issues</b>	<b>Vision &amp; Choices</b>	<b>Options</b>
<b>Traditional</b>	<ul style="list-style-type: none"> <li>• Mail info/invite</li> <li>• Posters</li> <li>• Media stories about the plan</li> <li>• Advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• “Pop-up” meetings</li> <li>• Kick-off Events August 31 at Chautauqua</li> <li>• Planning 101</li> <li>• Staff at community organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Mail survey in September (statistically valid)</li> <li>• Focus groups based on survey results</li> <li>• Meeting to go (online materials)</li> <li>• Update advisory boards</li> </ul>	<ul style="list-style-type: none"> <li>• Subcommunity Listening Sessions</li> <li>• Options and choices event(s) with 3D modeling</li> <li>• Working or Technical Committees</li> <li>• Possible phone survey to test options and recommendations (statistically valid)</li> <li>• Update advisory boards</li> </ul>
<b>Online</b>	<ul style="list-style-type: none"> <li>• Update awareness “campaign” and invites through Planning e-mail and social media*</li> <li>• Planning 101</li> </ul>	<ul style="list-style-type: none"> <li>• Post all information at events (trends data, quick polling)</li> <li>• Record presentations and post videos</li> <li>• Inspire Boulder questions around trends data and issues and ideas.</li> <li>• Online Poll – (not statistically valid)</li> </ul>	<ul style="list-style-type: none"> <li>• Online polls</li> <li>• Post recordings of events</li> <li>• Meeting to go - with online responses</li> </ul>	<ul style="list-style-type: none"> <li>• Inspire Boulder questions around vision with 3D modeling</li> </ul>
<b>Targeted</b>	<ul style="list-style-type: none"> <li>• Outreach to community groups – invite and inform of process</li> <li>• Convene process committee</li> </ul>	<ul style="list-style-type: none"> <li>• Attend meetings with organizations</li> <li>• Culturally-sensitive outreach w Latinos &amp; other immigrants (throughout update)</li> <li>• Outreach to “tech” community on trends</li> </ul>	<ul style="list-style-type: none"> <li>• Attend meetings with organizations, continued</li> <li>• YOAB student outreach project</li> </ul>	<ul style="list-style-type: none"> <li>• Attend meetings with organizations, continued</li> </ul>
<b>Related Events</b>	<ul style="list-style-type: none"> <li>• Housing Boulder</li> <li>• Design Excellence / Form-based code</li> <li>• Walk/Bike Month events</li> </ul>	<ul style="list-style-type: none"> <li>• Civic Area Plan Activities</li> <li>• Human Services MP survey and/or activities</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-up events</li> <li>• Ciclovía</li> <li>• Zero-waste event</li> </ul>	TBD

\* Social Media includes: Facebook, Flickr, Google+, LinkedIn, MindMixer, Periscope, Pinterest, Storify, Twitter, Vimeo, Vine, YouTube. Each tool will be used as appropriate for the message and audience.